

What was the medias coverage of the Melbourne Olympics?

What was the media's coverage of Melbourne Olympics?

By Monica Bailey



The Melbourne Olympics of 1956 was viewed by millions as the media coverage was vast. The ABC sent two of their media vans to film and broadcast the events to the whole world.

To view a video of the ABC vans follow this link:

<http://www.abc.net.au/local/stories/2008/08/19/2340229.htm>

At this time, the Melbourne Olympics was the world's greatest news event and this put extra pressures on the filming crew. This crew, made up of a majority of people who had never even watched television prior to the event. This also made it difficult and added to the accumulating stress involved in this great broadcast. However eventually, the crew learnt how to broadcast this and footage of the Melbourne Olympics was made public as people worldwide viewed the events.

This film broadcast was the second that had been filmed in Australia by the ABC since it began, following the broadcast of the Prime Minister at the time. This proves how significant this media broadcast was.

The only expertise and experience that the filming crew had was that they originated from Telstra, who only had expertise in the area of microwave and radar services. Another few had just finished high school but were a huge part of the filming process of the Melbourne Olympics. This lack of experience made the response more surprised among the public, as the coverage was not expected to be as good as it turned out to be.


Opinions of filming crew

"It was built but everything was wrapped up and in boxes. We didn't have anyone from Pye, we just had to follow the manuals. It was a whole lot of new technology, like a jigsaw puzzle."

This shows that the equipment used for the coverage was foreign to the camera crew, and they needed to figure out how to use the equipment.

"The cameras were huge, valve driven beasts totally different to modern cameras. They took up to an hour to warm up and required constant attention to keep broadcasting."



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